



## Project Updates – August 7, 2009

In May 2009, the Board of Supervisors accepted Health Action's *Priorities for Action (2009-2012): Summary of Project Recommendations*, which included recommendations for seven specific projects to achieve Health Action's goals and objectives. In accordance with these project recommendations, Health Action has convened 6 workgroups to oversee program and fund development for these projects. Implementation will be phased as resources become available. A brief update for each project is summarized below.

### **iWALK**

- iWALK website launched on May 16<sup>th</sup> with series of walking events around the county. Website is being used to post walking events and walking groups ([www.iwalksonoma.org](http://www.iwalksonoma.org)).
- Volunteer Center of Sonoma County selected as iWALK coordinator for Phase 2.
- Focus in upcoming year will be on engaging schools, employers, and other interested groups.

### **iGROW and Food System Alliance**

- Active Food Access Workgroup (FAW) has been convened with many new and engaged partners.
- Grant submitted to USDA for \$300,000 over 3 years, but proposal not selected.
- FAW working to develop iGROW network
  - Website launch planned by early Fall 2009
  - Tentative plans to launch iGROW campaign in early 2010
- Seed money identified to start the Food System Alliance (FSA)
  - Contract with Ag Innovations Network to facilitate FSA
  - Matching grant from Roots of Change
  - Tentative launch planned in early Fall 2009

### **Patient-Centered Medical Home (PCMH) Learning Collaborative**

- Primary Care Workgroup Coordinator hired with funds from TCE grant to Redwood Community Health Coalition
- Workgroup developing curriculum and process for selecting primary care practices who will participate. Tentative launch planned for Fall 2009.
- Working to identify additional funds needed to implement MHC and to sustain the work of the Primary Care Workgroup.

### **Safe Routes To School**

- Countywide SRTS Workgroup has been convened with members from SCTA, Bike Coalition, and other local bike and pedestrian advocates.
- Conducting research on other successful models in other communities, with a focus on how they pay for them, to identify potential approaches to develop a sustainable program here in Sonoma County.

### **Healthy Students Initiative**

- Community Activity and Nutrition Coalition (CAN-C) has agreed to form a new subcommittee in August 2009 to oversee development and implementation of the project.
- Will work with Health Action staff to identify funds needed to implement this project.

### **Worksite Wellness Initiative**

- Pat Kilkenney is working with Alena Wall, co-chair of the Worksite Wellness project design team, to develop a worksite wellness product that could be presented to business leaders for feedback. Pat and Bruce Kyse will convene a group of employers to get feedback on this product and to assess other opportunities for employers to support Health Action's initiatives.
- A new Worksite Wellness Workgroup, co-chaired by Alena Wall and Ben Stone, will convene in August to oversee implementation of the Worksite Wellness Initiative.

### **Communications/Community Engagement**

- Contract developed with Alma Consulting Group to develop an integrated communications/community engagement plan for Health Action and its slate of health improvement initiatives.
- ACG consultants are meeting with Health Action staff, members and workgroup members in August to solicit ideas and input for this plan.

### **Fund Development**

- Staff are working with Glen Price Group to develop grant proposals and applications
  - USDA Community Food Projects grant (submitted May 13, 2009)
  - RWJ Local Funding Partnership (submitted July 7, 2009)
  - The California Endowment (in process)
- The Federal DHHS is developing a plan and funding allocation for the American Recovery and Reinvestment Act Prevention and Wellness Fund. \$650 million have been appropriated for Prevention and Wellness. Health Action's projects may be well-positioned to apply for funds. We are tracking this closely and plan to respond to an RFP once it is released.